

# Looking to Expand to Europe?

LET IFA & THE U.S. COMMERCIAL  
SERVICE SHOW YOU THE WAY!



## FRANCHISE TRADE MISSION 2006

Participate in the IFA Franchise Trade Mission to Belgium & Russia and discover how IFA can help you find the best prospects for international expansion!



### BRUSSELS – October 26

BELGIUM – According to the European Franchise Federation, the next years will experience a significant increase in the number of franchise systems and franchisees in Belgium. Belgium is a highly developed country of over ten million inhabitants living in an area approximately the size of Maryland. There are six major metropolitan areas and the population density is the second highest in Europe.



### MOSCOW – October 30 & 31

RUSSIA – The U.S. Commercial Service in Russia has identified the franchising sector as possessing a significant potential for development and offering vast opportunities for U.S. franchisors. Growing domestic consumption and demand for high quality services in the country has led to an increased interest in franchising. The popularity of American franchise brands and improved trade relations between the two countries along with positive macroeconomic trends and an improving investment environment in Russia have created the necessary conditions for successful market entry by U.S. franchisors.

**Program in Moscow includes participation at the Buy Brand Franchise Expo – October 30 to November 1, 2006**

### CONSIDER WHAT IS AVAILABLE:

- + Pre-screened appointments with prospects in both markets.
- + Networking opportunities with appropriate industry groups.
- + Briefing on doing business in Belgium & Russia, with relevant market information.
- + Possibility to network with other franchisors.
- + Efficient use of time & money

**MISSION COST:**  
**IFA Members \$5,500.00**  
**Non-Members \$7,000.00**

### PLEASE SEND ME MORE INFORMATION ON THE 2006 TRADE MISSION

NAME: \_\_\_\_\_

COMPANY: \_\_\_\_\_

TEL: \_\_\_\_\_

FAX: \_\_\_\_\_

EMAIL: \_\_\_\_\_

FAX MARCEL PORTMANN at (202) 628-0812 or EMAIL [mportmann@franchise.org](mailto:mportmann@franchise.org)

### SPECIAL OFFER FOR TRADE MISSION PARTICIPANTS:

Receive one complimentary registration to the International Symposium on Franchising, organized by European Franchise Federation and IFA in Brussels, October 24 & 25, 2006

**SIGN UP NOW! SPACE IS LIMITED TO 10 COMPANIES.**